Winstree Road Community Led Street Design

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Interim Report 2: 04 May 2020

To find out more, please contact: Mark Jenks
mark.jenks@sustrans.org.uk

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Stanway Primary

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Fiveways Primary School, Stanway

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Contents

Introduction

Purpose

This report provides an update on the progress of the Winstree Road project since the last report in August 2019. It will provide some background and context to the project before detailing the delivery and outcomes of the November 2019 trial delivery and community engagement. It will conclude by making recommendations for the next phase of trials and the associated community engagement.

Project Overview

Context

Winstree Road - Community Led Street Design is a community led street design project funded by Essex County Council (ECC) and delivered by Sustrans.

Winstree Road is home to four schools, The Stanway School, Stanway Fiveways Primary School, Stanway Primary School and Lexden Springs School. These schools, which together have over 2000 pupils, are all within 640 meters of one another. At peak times of school drop off and collection Winstree Road experiences many challenges including traffic levels and congestion.

Delivery will be framed using Sustrans' Community Street Design methodology. This combines temporary infrastructure with behaviour change principles, all driven by the engagement with and feedback from the local community.

The project has engaged residents, street users, pupils, teachers, councillors and other local services, and will eventually lead to temporary alterations to local streets. Community engagement opportunities will include on street pop-ups, workshops, assemblies, presentations, street trials and community events.

Aims

The key aim of this project is to recommend and illustrate practical strategies to reduce the number of vehicular trips on Winstree Road at school peak times.

Objectives

— Increase community participation in the design of solutions to tackle the problem of traffic and congestion on Winstree Road.

— Reduce the impact of vehicular trips made at peak school times.

— Develop design ideas for Winstree Road that actively encourage everyday walking, cycling and socialising.

Timescale

The project commenced in April 2019 and will report back with its findings in February 2021 (delayed due to Covid-19). Street trials took place in November 2019 with the proposed spring 2020 trials rescheduled to October 2020, as a result of the Covid-19 outbreak.

The project so far

The project launched in April 2019 with an extensive programme of community engagement taking place in June 2019. This community engagement highlighted key community concerns around congestion, bad parking and pedestrian safety. Improvements to pedestrian crossings, route markings and park-and-stride facilities were highlighted as aspirations for the street. It also highlighted that time and distance were the main barriers to active travel. Detailed information from this first round of community engagement can be found in Appendix A.

This information has been used to inform the design of the first stage of trials which are outlined in this report.

Figure 1: Overall Project Engagement Process

Trial Delivery

Trial Overview

Overview

In response to community feedback from the first stage of community engagement during June 2019 on street trials were designed using Sustrans street kit. The street kit is a set of interlocking bollards suitable for use on the carriageway and used for making temporary changes to the street layout.

In this instance the street kit was used to discourage problem parking in three locations with the aim of improving the safety of pedestrian crossings and reducing pavement parking to reclaim the footway.

The aims of the trials were to:

- Provide an opportunity for the **community and partners to experience the delivery of temporary** on-carriageway trials
- Start to **tackle** issues related to **problem parking**
- Collect **camera monitoring** information to inform design development
- **Gain community feedback on concept designs** for the trial locations, options for **park-and- stride routes** and to **vote on which two locations to take forwards**

Locations

Three locations on Winstree Road were highlighted for the installation of the street kit, at Stanway Fiveways Primary School, at the junction with Wheatfield Road and at the junction with Chapel Road. These locations were selected using information provided by the local community on the interactive map during the June 2019 community engagement, as shown in Figure 2. The locations of the three trial sites taken forward are shown on Figure 3 along with the park-and- stride routes we consulted on. In Figure 2, trial location two was not taken forward as the project team concluded that the delayed opening of the new Lexden Spring School needed to bed in first.

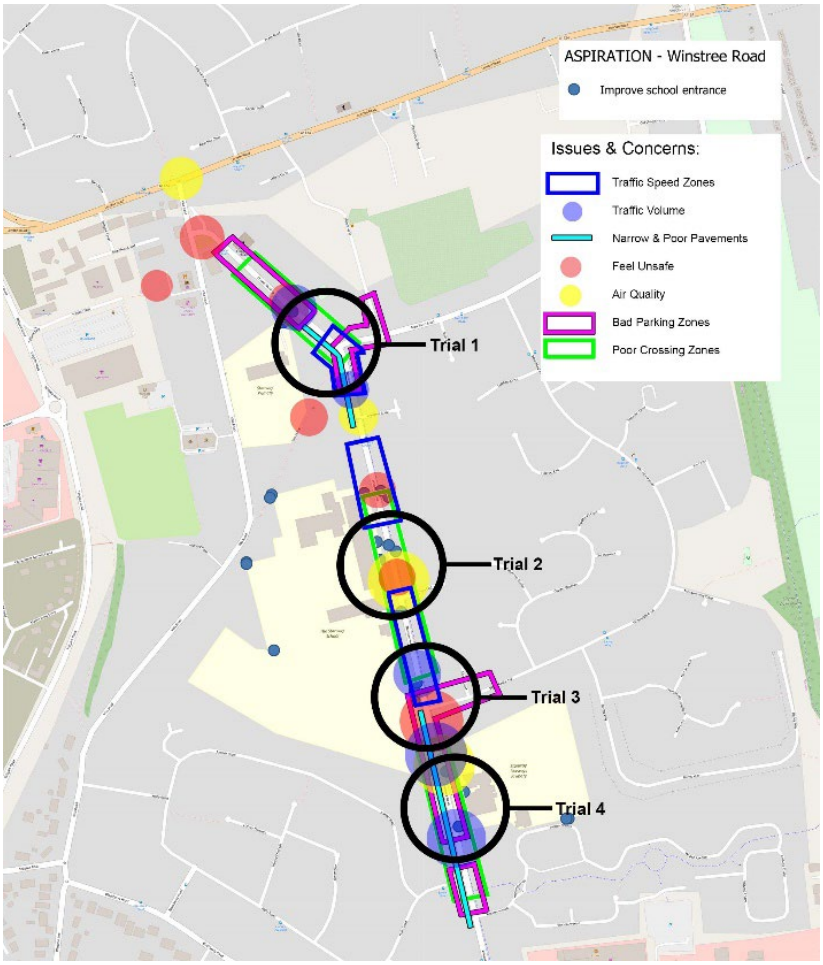


Figure 2: Community mapping analysis that guided the trial locations

Figure 3: Final trial locations and park-and-stride-routes

Figure 4: Trial Set-up at Fiveways Primary School (November 11th-25th 2019)

Stanway Fiveways Primary School

The trials at Stanway Fiveways Primary School involved using the street kit to discourage parking on the double yellow lines. Problem parking in this location causes restricted movements at the primary school entrance and impacts the safety of pedestrians when crossing the road.

Figure 5: Trial Set-up at Wheatfield Rd and Winstree Rd junction (November 11th-25th 2019)

Wheatfield Road and Winstree Road Junction

The trials at Wheatfield Road and Winstree Road junction utilised the street kit to discourage parking on the double yellow lines at the junction. Problem parking in this location restricts movements at the junctions and causes congestion.

Figure 6: Trial Set-up on Chapel Rd and Silverwitch Green (November 11th-25th 2019)

Chapel Road

The trials on Chapel Road involved using the street kit to prevent pavement parking between driveways and offered a seating location at Silverwitch Green.

Community Engagement

Overview

Community and stakeholder engagement prior to and during the trials looked to raise awareness of the trials by actively promoting these within the community and gathering feedback during the trials themselves. Refer to Appendix B for the project communication plan and performance in relation to engagement targets.

Project Promotion

Press and Social Media

A press release was issued prior to the trials to raise awareness of the trials and encourage local residents to provide feedback on their experiences of these.

The project has been extensively promoted using social media, we have worked with local organisations, utilising their existing audiences. Sustrans East of England Facebook and Twitter posts have been shared by local stakeholders and community groups, as well as by interested individuals.

Newsletters and Flyers

A project newsletter was issued in August 2019 which provided an update on the first round of community engagement. It responded to key community concerns and gave some information on the trials.

Project information has also featured in the newsletters of all schools, including the widely circulated Stanway School's Stanway Times, and in Lexden Spring's E-Bulletin to parent/carers. Posters and flyers have been distributed to schools, community settings and local businesses with approximately 300 flyers reaching local residences directly.

Stakeholder Engagement

Presentations were given to a number of local stakeholders to provide an update on the project and introduce the trials. These stakeholders included Walk Colchester, Cycling UK, Colchester Bike Kitchen, Little Hands Family Hub, Stanway Library and Stanway Library Rhymetime group. The presentations have enabled a broader local interest in the project to develop.

Delivery partners representing Colchester Borough Council, Stanway Parish Council, Local Ward Councillors and senior leadership team representatives of the four school sites have actively engaged with and supported project delivery.

Community Pop-up Events

Figure 7: Example of pop-up event at Silverwitch Green

Six community pop-up engagements took place between the 14th and 24th November 2019 at various locations on or surrounding Winstree Road. Pop-ups were timed around school drop off and collection times to maximise awareness with parents and carers.

A number of the events were supported by the Colchester Clean Air Team, The Colchester Cycle Campaign, East of England Co-Op, Stanway Library and Little Hands Children's Centre. These partnerships helped in the promotion of the events and increased engagement by offering related activities. This is evidenced in the event attendance figures shown in Table 1.

Locations were determined to assure attendance outside all three trial locations, at both morning and afternoon peak traffic times. 107 people attended the community pop-up engagements. See Table 1 for a breakdown of attendance. For those unable to attend an on-street engagement, an equivalent online survey was promoted on all of the event flyers.

Date	Timing	Event / Location	Attendance (adult)	Attendance (child)
14/11/19	14:00-16:00	Air Quality Activity Wheatfield Road Trial Site	12	18
15/11/19	10:30-12:30	Sensory Fun Stanway Fiveways Trial Site	1	14
18/11/19	11:00-13:00	Creative Play for the Under 5s Silverwitch Green	4	1
18/11/19	14:30-15:30	Interactive Mapping Pop-up Outside Lexden Springs School	5	12
19/11/19	08:30-10:30	Air Quality Activity Silverwitch Green	10	12
21/11/19	14:00-16:00	Colchester Charter Chat Wheatfield Road Trial Site	5	17
24/11/19	14:00-16:00	Nibble and Natter Stanway Fiveways Trial Site	11	0

Table 1. No. of attendees at community pop-up engagements

Pop-up attendees were asked to provide feedback on the current trials. They were also shown various options for the second phase of the trials and asked to provide feedback on these options. They were also asked to vote for their favourite.

Figure 8: Example of a pop-up event at Fiveways Primary School

Schools engagement

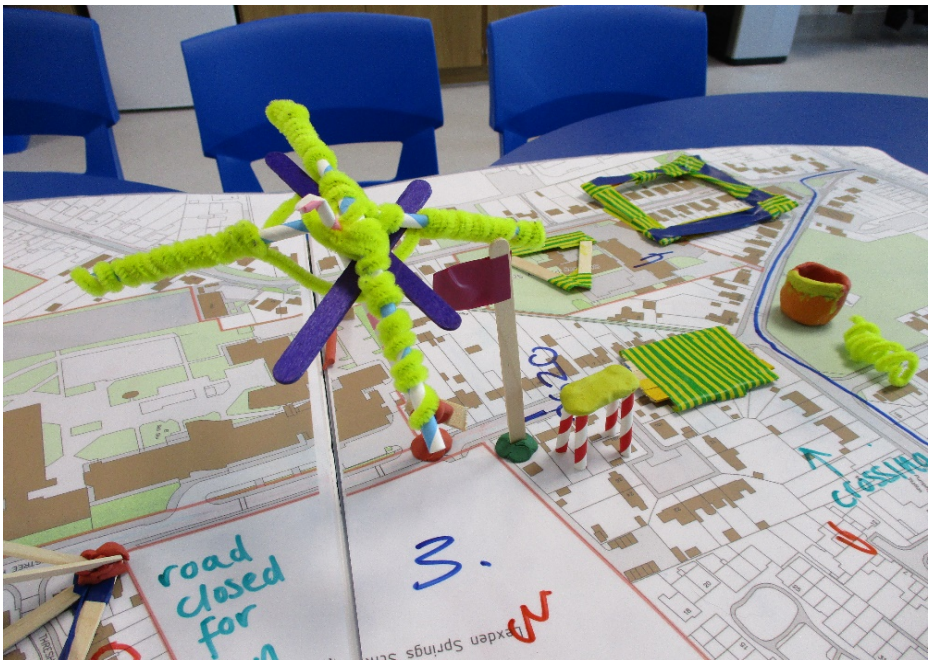


Figure 9: Example of a school workshop at Lexden Springs School

In addition to two pop-ups taking place at the trial locations, staff and pupils have been further engaged through in-school activities. This involved the delivery of 4 assemblies, reaching 810 pupils and 19 staff members, across all the school hubs.

Five group discussions and design workshops have taken place involving pupils from each of the four schools. These are detailed in Table 2 below.

Date	Event / Location	Attendance (adult)	Attendance (child)
13/11/2019	Design mapping & modelling workshop Lexden Springs	3	5
15/11/2019	School council trial design workshop Stanway Primary School	1	14
20/11/2019	Sustainability ambassadors design workshop Stanway School	1	10
22/11/2019	Yr. 4 trial design and park-and-stride workshop Stanway Fiveways Primary	4	52

Table 2: Number of attendees at school workshops

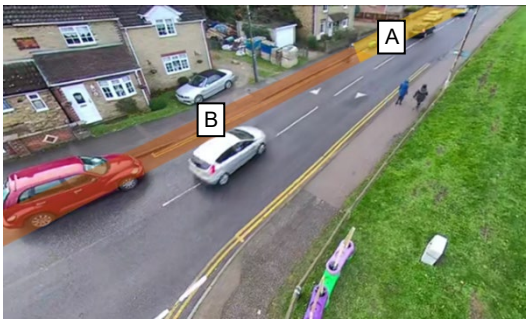
Feedback and Monitoring Analysis

Camera Monitoring Analysis

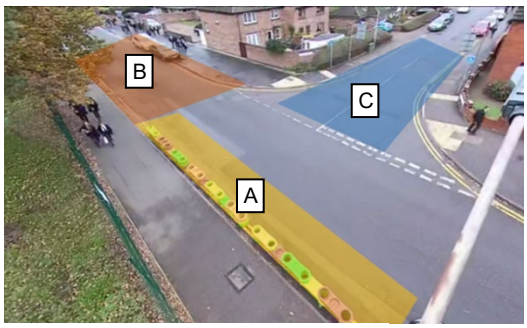
The camera monitoring was set up prior to the trials to obtain baseline information, it was then used during the trials to assess their impact. The camera data shows the impact on parking, traffic speed and vehicle tracking. It also monitored the volume of pedestrians and cyclists and their preferred routes.

Problem Parking

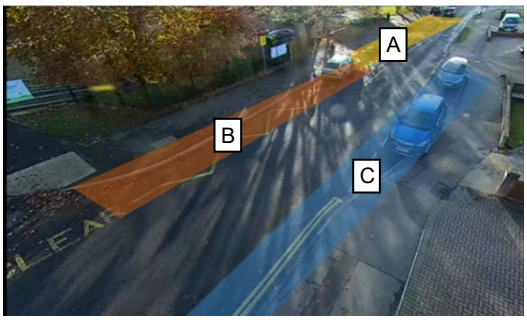
The three trial locations were monitored for problem and pavement parking before and during the trials. These locations are shown on the images below. The A zone in each location is where the street kit was installed, and then additional B and C zones were also monitored before and during the trials to see if parking issues were simply displaced.



New Farm and Winstree Rd Junction



Winstree and Wheatfield Rd Junction



Fiveways Primary School

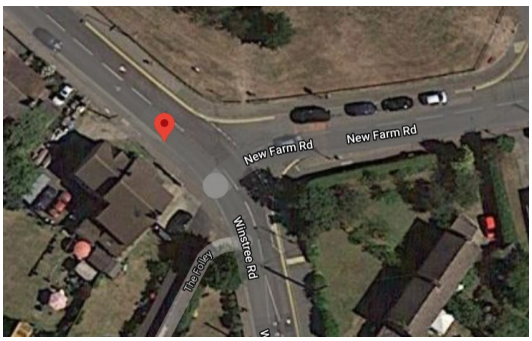
Figure 10: Problem parking monitoring zones in street kit trial locations

Graph 1: Trial impact on problem parking

The monitoring showed that the trials had a positive impact on problem parking with a reduction seen in all three locations, as highlighted in the graph above. The values in the graph above are totals for all the parking zones in each location and include any pavement parking.

Highlighted below are the locations where pavement parking took place during the camera monitoring:

Winstree and Wheatfield Rd Junction Pavement Parking



New Farm and Winstree Rd Junction Pavement Parking

Fiveways Primary School Pavement Parking

Figure 11: Pavement parking hot spots

Traffic speed

The camera monitoring was used to determine a pre-trial baseline for traffic speed at the three trial locations, and also at the entrance to Lexden Springs School. The speed monitoring also continued during the trials to see if they altered driver behaviour. Details for all the monitoring locations are contained in Appendix D Below are some of the overall trends observed and the impacts the trials had.

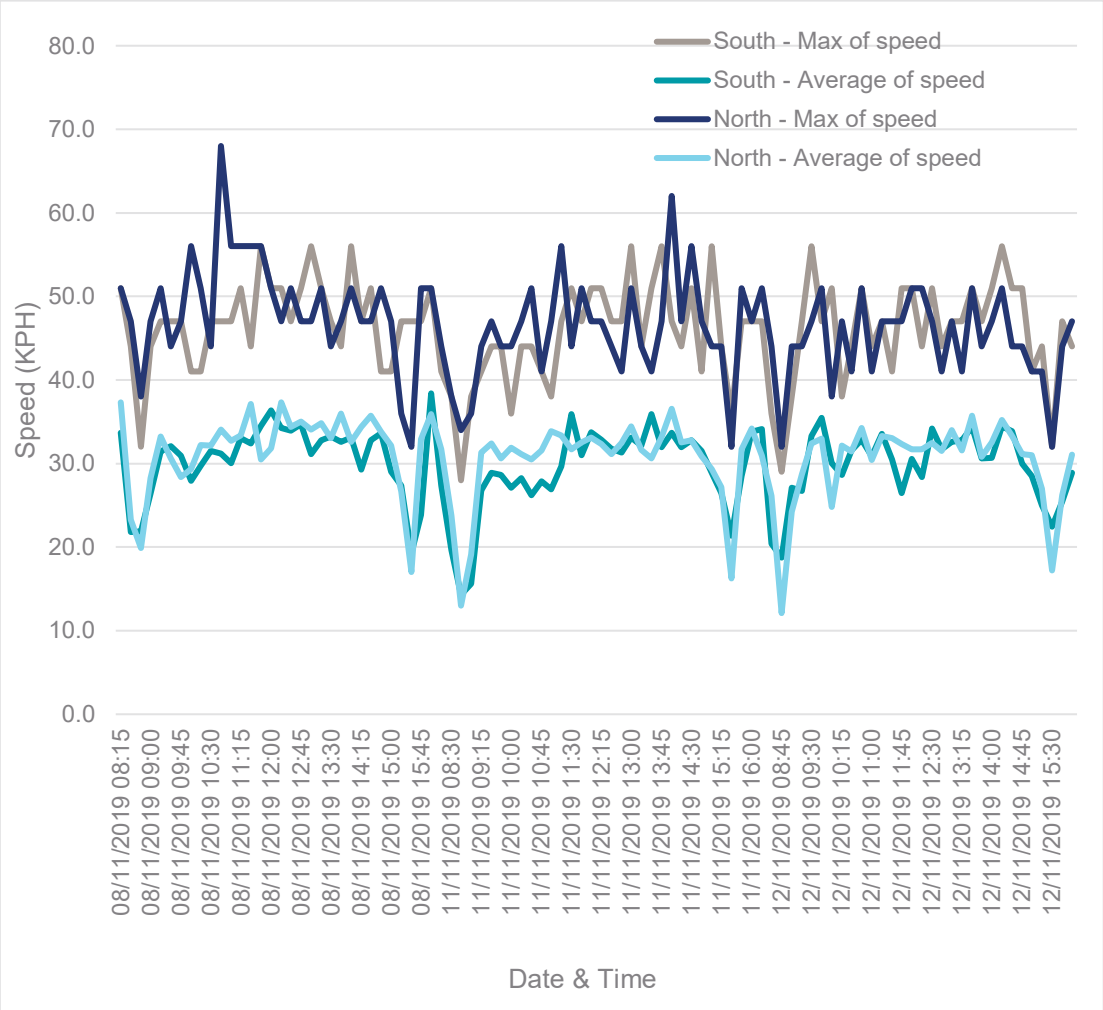
— North and South bound cars follow similar patterns with some cars achieving a maximum speed of well above the average for each location

— Traffic speed dips at school opening and closure

— Average speed tracks below the speed limit of 30mph (48kph)

— During the trial speeds reduced at school drop off at Stanway Primary School

— At Chapel Road speeds increased during the trial

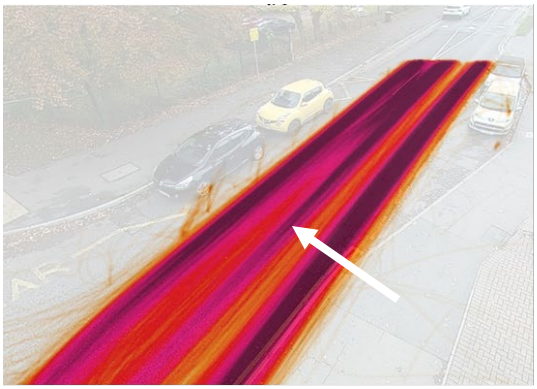


Graph 2: Traffic Speeds recorded at Fiveways Primary School.

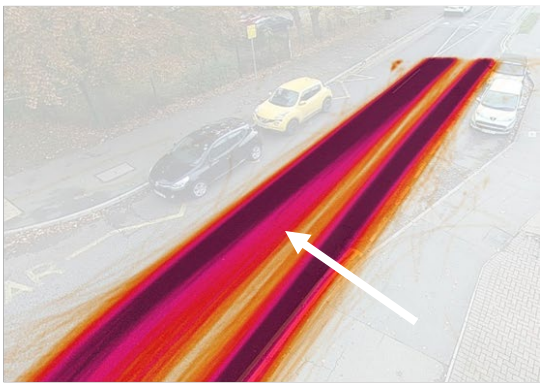
Vehicle Tracking

Cameras monitored the movements of vehicles and tracked their positioning within the road space at the trial locations and the entrance to Lexden Springs School. This section provides a summary of the tracking findings, for more details refer to Appendix C.

At Stanway Fiveways Primary School the baseline results show that vehicles are being pushed into the centre of the road when parked cars are present. We can see from the image below that during the trials there was only one desire line meaning that the trials have reclaimed road space and created more space for vehicles, as well as path width for pedestrians.



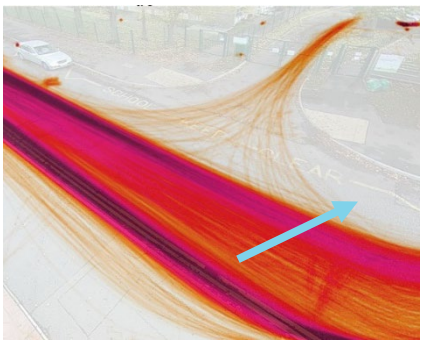
Tracking taken 08-11-19 pre-trial

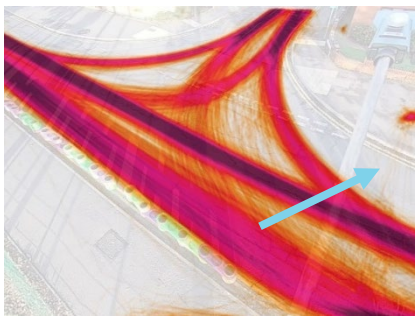


Tracking taken 13-11-19 during trial

Figure 12: Tracking taken at Fiveways Primary School prior to and during the trial.

In the other locations, the monitoring highlighted areas where the geometry of the road could be tightened to reclaim some road space.





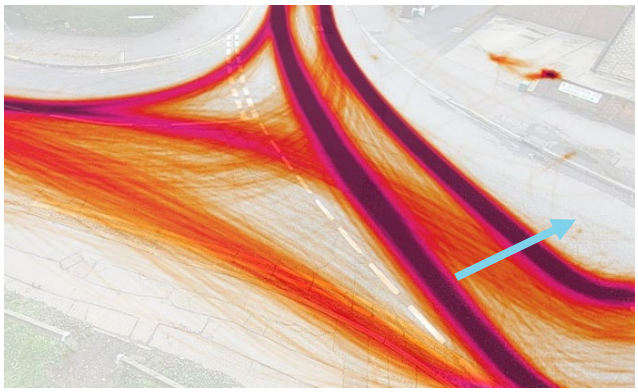


Figure 13: Tracking has highlighted areas where road space could be reclaimed to support active travel requirement.

Pedestrian Tracking

Cameras also monitored the movements of pedestrians at the three trial locations. This monitoring highlighted preferred walking routes and crossing points. This information will be used to inform the designs for the crossing points.

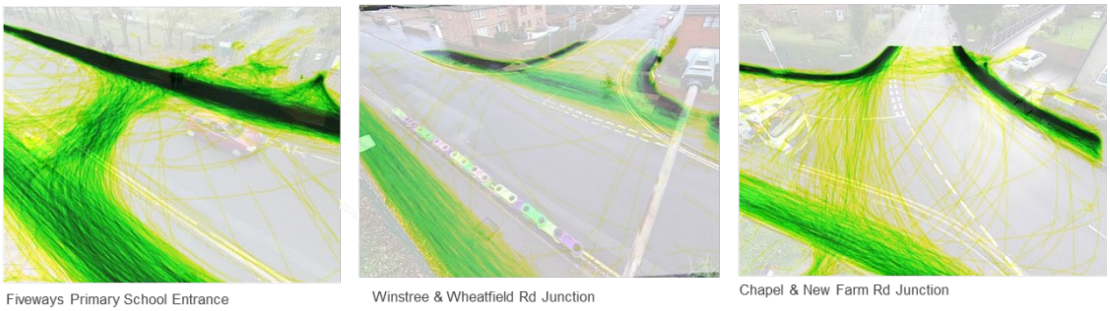


Figure 14: Examples of pedestrian crossing behavior

Cyclist Tracking

For each location the camera monitoring showed that the cyclists are making use of both the paths and the carriageway.

With the exception of cyclists turning right out of New Farm Road, they are crossing Winstree Road and New Farm Road at the same point as pedestrians. This information will also be used to inform the design of the crossing points.

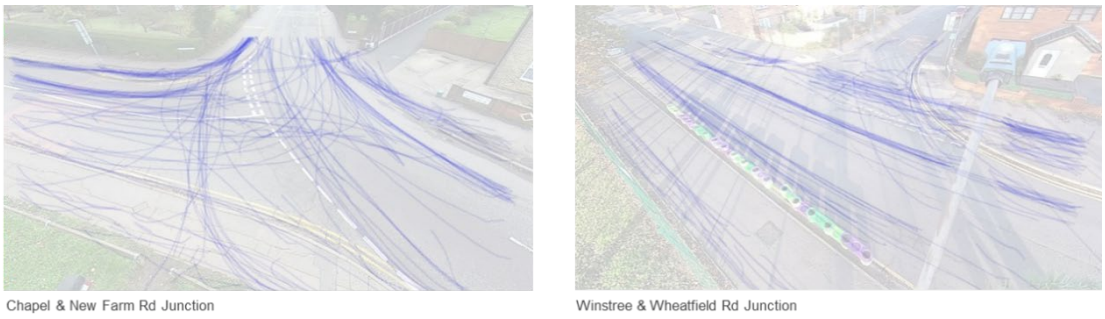


Figure 15: Examples of cyclist movements

Traffic, pedestrian and cyclist volumes

The monitoring also considered the volume of vehicles, pedestrians and cyclists using Winstree Road and highlighted key trends.

Traffic volumes for vehicles travelling in both north and south bound directions follow similar trends with increases at school drop off times, but there is a greater increase in the southbound volume at school closing times. The total number of vehicles is higher at morning drop off times than at afternoon finishing times.

With regards to volumes of cyclists there are similar numbers during the morning and afternoon peaks, however more travel north in the morning and south in the afternoon.

There is a higher volume of pedestrians at school closure time, with more pedestrians travelling north at school opening and then south at school closure.

For more details please refer to appendix 4.

Community Feedback

Community members were asked to provide feedback on the trials themselves, park-and-stride initiatives and three concept designs for future trials. For more details refer to Appendix D.

366 survey responses were received from members of the community. The following graph breaks down these responses by location and the engagement method through which they were obtained.

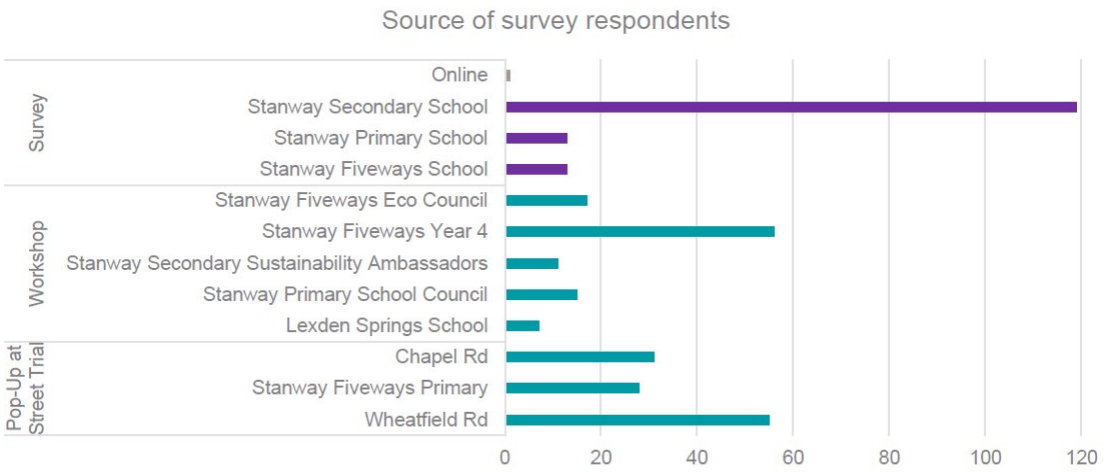


Table 3: Survey responses by source

Trial Feedback

Respondents were first asked if they supported the overall aims of the trials, on a scale where 5 was 'agree' and 1 'disagree'. The majority of responses (56%) gave a positive score of 4 or 5, agreeing with the aims. As the chart shows, only 5% gave a disagreeing score of 2 or less. Respondents were then asked specific questions about the effectiveness of the trial in [reducing the impact of problem parking…etc].

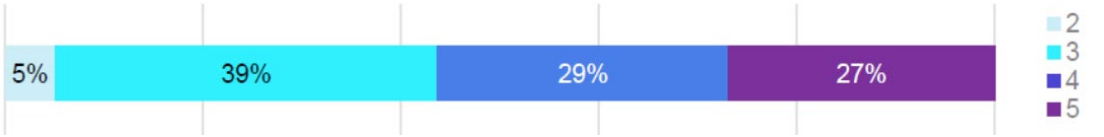


Table 4: Community support for the trials delivering there aims

Stanway Fiveways Primary School Feedback

Amongst the survey responses that were collected individually, 39% agreed (giving a score of 4 or 5) that the Fiveways trial was successfully helping to reduce the impact of problem parking. When we include the workshop responses which were collected as a group average, the mean average score was 4, indicating perceived success of this trial.

Chapel Road Feedback

Amongst the individual survey responses, 28% agreed that the Chapel Road trial was successfully helping to reduce the impact of problem parking. However, the majority (50%) of survey responses gave a score of 3, whilst including the group workshop responses the average score was also a 3. This indicates that the Chapel Rd trial was seen as less effective.

Wheatfield Road

Amongst the individual survey responses, 38% agreed that the Wheatfield Road trial was successfully helping to reduce the impact of problem parking. However, almost half of survey responses gave a score of 3. Including the group workshop responses, the average score was 4, indicating overall agreement that the Wheatfield Road trial was helpful.

Overall Comments

Respondents were also given the opportunity to provide individual comments with regards to the trials. Of these comments there were 33 positive and 18 negative received across all trial sites. There were also a number of suggestions which will be considered in the design of the next phase of trials. The positive comments highlighted that the trials had improved traffic flow, eased access from the junctions and created a safer environment for pedestrians. Examples of these are listed below:

"The one near Fiveways has certainly improved traffic flow"

"It has stopped unwanted cars on double yellow lines which means less congestion and therefore a safer road to walk down."

"Certainly improved access out of junctions"

"Good, but only helping in some areas"

Negative comments noted that the street kit takes up too much space, slows the traffic and caused displacement of problem parking. Examples of these comments are listed below:

"The street kit trials are in the way and cause more traffic as cars can't pull over for buses"

"Takes up too much space and doesn't work, because it slows down cars"

"The only problem is that cars are now parking in other dangerous places such as on the Holly Road corner right after the bus stop"

"There's no point of them… just make the roads wider"

Park-and-Stride Feedback

Respondents were asked if they would use the park-and-stride facilities and if not, what is discouraging them from doing so. 42% of respondents stated that they would use park -and-stride with a further 34% stating that they were not aware of the route. 18% stated that they felt the route would take too much time. The routes consulted on are shown on Figure 3.

The feedback on park-and-stride will be used to steer behaviour change activities that lead up to the window two trials now planned for October 2020.

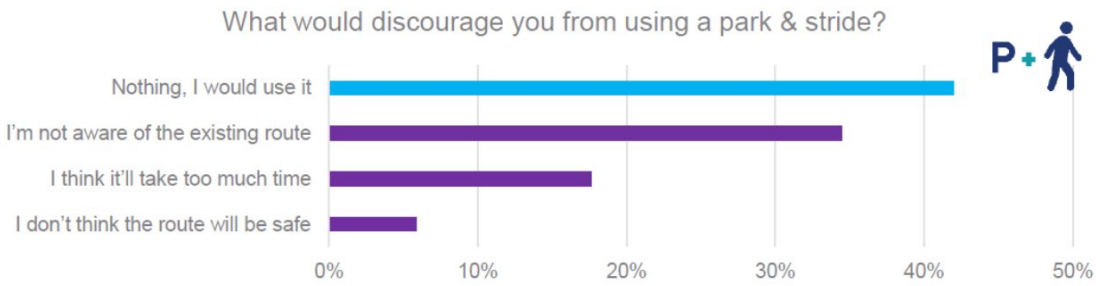


Table 5: Community feedback on barriers to using park-and-stride

Concept Design Voting Results and Feedback

Respondents were asked to vote for their preferred location for the second phase of the trials from the choice of three locations, Chapel Road, Wheatfield Road and Stanway Fiveways Primary. They were also asked to give feedback on the individual elements of these designs.

Voting Results

The results showed that the designs at Stanway Primary and Chapel Road were most popular. These locations will be taken forward to the next phase of trials.

Figure 16: Concept design voting resulting

Concept Design Summary Feedback

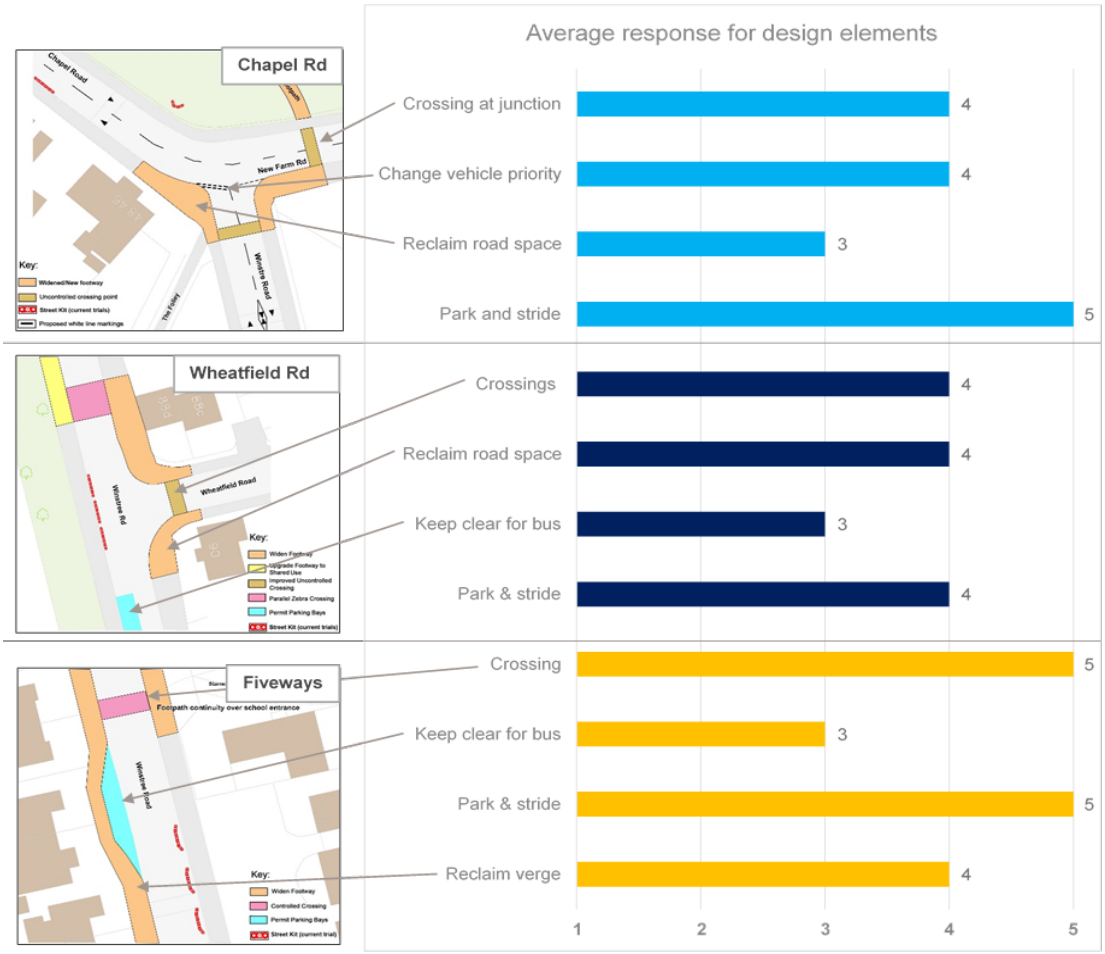


Figure 17: Community feedback results on concept design elements

Respondents were asked to indicate their support for different elements of the design with a score between 1 and 5, where 5 equals ‘agree’ and 1 equals ‘disagree’. The most popular elements across the three designs were the park-and-stride at Chapel Road, the park- and-stride at Fiveways Primary, and the crossing at Fiveways Primary. All three received an average response of 5, indicating people strongly agreed with the proposal to install these initiatives. Figure 16 on the previous page shows the average (median) responses for each design element.

Concept design feedback – Chapel Road

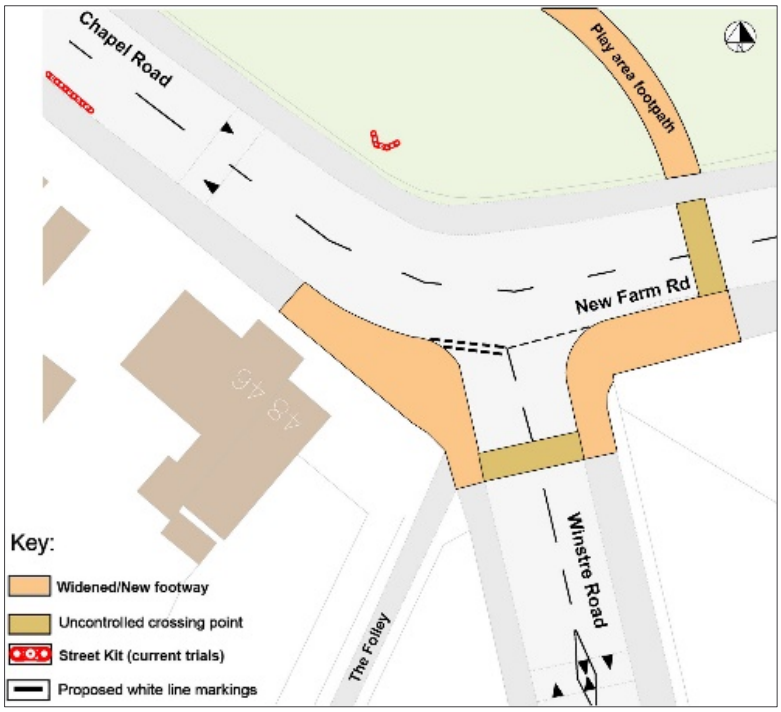


Figure 18: Chapel Road concept design

13 comments were received regarding the Chapel Road concept design. 4 were positive, 6 were critical and 3 were suggestions. The negative comments were around the overall impact of the interventions, increases in traffic and concerns around safety:

- Three respondents felt that the **designs would have limited impact** and weren’t necessary
- Two respondents felt that the design could make the situation on the road more dangerous due to **conflict between traffic and the increased pedestrian crossings**
- One respondent expressed concern that they would be **stuck in traffic even longer** on their drive to work **due to the changed priority** at New Farm Road.

The suggestions received included the introduction of a 20 **mph speed limit**, double yellow lines and making the design more interactive at the Chapel Road location.

Concept Design Feedback – Stanway Fiveways Primary

Figure 19: Fiveways Primary School concept design

22 comments were received regarding the Stanway Fiveways Primary School concept design. 8 were positive, 5 were critical and 9 were suggestions. Three of the negative comments suggested that introducing parking permits was not a good idea and another suggested that "it's just a bit silly, all they need to do is makes the roads safer".

The suggestions received focused on cycling facilities, parking enforcement and accessibility; these included:

— Provision of bike storage

— **Relocate crossing** further down towards Holly Road

— Provide more visits from parking attendants, cameras and **disabled parking**

— Remember to cater for children with **disabilities**

— Create wide **cycle paths**

Recommendations & Next Steps

Recommendations

The community feedback and monitoring findings have in general validated the concept designs. However, they have also highlighted a number of recommendations which will be taken forward through to the next phase of the trials. These recommendations cover both community engagement and further development of the concept designs.

Community Engagement & Communication

— Some comments regarding the trials suggested that some people were not aware of these or did not know their purpose. Ongoing communication should take place in the lead up to the trials to generate maximum exposure.

— The survey results highlighted that over a third of respondents were not aware of the park-and-stride route. Therefore, extensive promotion of this should be carried out prior to the trials.

— Further engagement is needed with Lexden Springs School to ensure that the designs meet all relevant disability requirements.

— Covid-19 has presented a number of challenges with regards to communications. Innovative ways of encouraging behaviour change and promoting park-and-stride should be adopted.

Concept Design Development

We recommend that the following road traffic interventions are further investigated:

— Feasibility of trialling a 20mph speed limit on Chapel/Winstree Road

— Investigate changes to junction priority at Chapel Road in relation to traffic volume and walking/cycling requirements

— Reclaiming carriageway space at Fiveways Primary School to help control problem parking and accommodate peak pedestrian and cyclist flow

— Installation of an additional pedestrian crossing towards Holly Road

Next Steps

The next stages of the trials will take place in October 2020as opposed to June 2020 as a result of Covid-19. The situation will be monitored, and additional baseline surveys may be required prior to these trials to account for a ‘new normal’ in local travel patterns which may emerge.

In advance of these trials an engagement programme which is outlined in the Gantt chart in Appendix E will aim to build awareness and knowledge of the trials. In the early stages it will also seek additional community feedback.

Appendices

The Appendix items listed below have been provided in a separate zip folder.

Appendix A: Winstree Road Project Report (August 2019)

Appendix B: Communications Plan Winstree Road V6

Appendix C: Camera Monitoring Key Findings (Nov 2019 Trials)

Appendix D: Winstree Road Survey 2 Street Trial Report (Nov 2019 Trials)

Appendix E: 11953 Gantt Chart- Winstree Road (V10) ECC

Appendix F: Winstree Project Team Presentation 19-05-20